No. 323 December 1993 Our Price \$1.95 Cheap



# JURASS-HAS-HAD-IT PARK







No. 323 December 1993 Our Price \$1.95 Cheap!



# JURASS-HAS-HAD-IT PARK



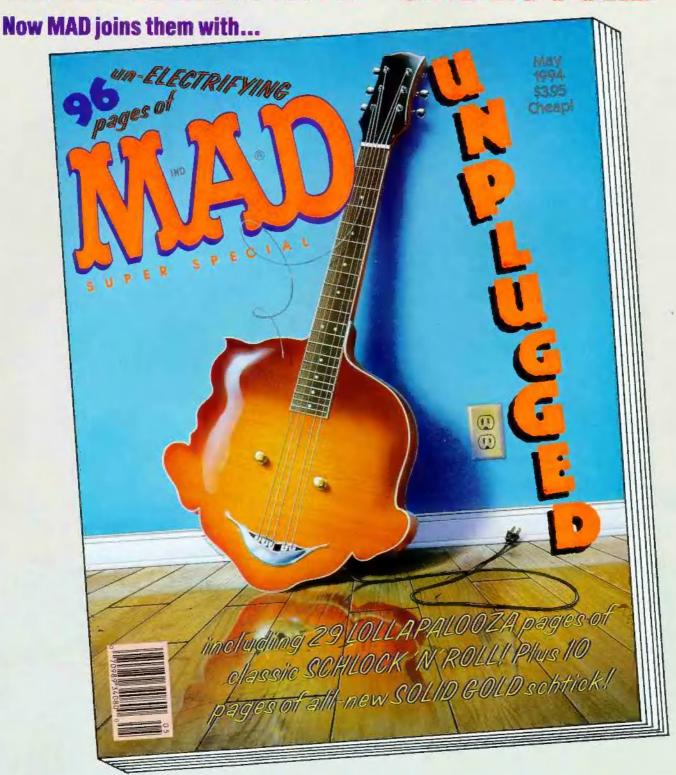


Eric Clapton DID IT! Paul McCartney
DID IT!

Rod Stewart
DID IT!

(No, not slept with Mick Jagger!)

### THEY ALL WENT "UNPLUGGED"!



## MAID

"The reason most doctors don't believe in acupuncture is because they'd rather stick us with the bill!"

-Alfred E. Neuman

### WILLIAM M. GAINES founder

NICK MEGLIN, JOHN FICARRA editors

LEONARD BRENNER art director TOM NOZKOWSKI production

CHARLIE KADAU, JOE RAIOLA associate editors

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ANDREW J. SCHWARTZBERG ass't. editor AMY L. VOZEOLAS editorial ass't.

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LILLIAN ALFONSO,

FREDDIE MALONEY, GRETA WOOD-WEBSTER subscriptions

JACK ALBERT lawsuits DOROTHY CROUCH resident suit

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

### **DEPARTMENTS**

A SCALE OF TWO CITIES DEPARTMENT	
The Slim (But Nonetheless Undeniable) Differences Between	- 4.5
Hollywood and Washington D.C.	21
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side of	27
CALL BERATING DEPARTMENT	
MAD Gives a Listen to &@%#! Obnoxious Voice Mail	24
DETERMINATOR DEPARTMENT	
You Make the Call	48
FATS MEETS JEST DEPARTMENT	
MAD's Neighborhood Dining Roundup	35
GL JOKE DEPARTMENT	
Going Into Combat	42
GRADE MOMENTS IN HISTORY DEPARTMENT	
MAD Studies the First Day of School 30 Years Ago and Today	13
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy	12
LETTERS AND TOMATOES DEPARTMENT	
Random Samplings of Reader Mail	2
LET TUCKE BE LITE REPARTMENT	
The 10 Commandments of Dieting	10
MARGINAL THINKING DEPARTMENT	
"Drawn Out Dramas" by Sergio Aragones.	
MOCK OF AGES DEPARTMENT	
You're Getting Too Old to Rock if	40
DE AVING WITH DING, MIGHT DEPARTMENT	
"Jurass-Has-Had-It Park" (A MAD Movie Satire)	4
SERGE-IN GENERAL DEPARTMENT	2.0
A MAD Look at "Jurassic Park"	31
SOMETIMES A GRATE NOTION DEPARTMENT	
MAD Contemplates, Investigates and Furnigates Some Bad Ideas	
Just Waiting to Happen!	38
TALES FROM THE DUCK SIDE DEPARTMENT	1.0
The Jocular Jurassic Jolt	16
The Startling Seashore Signoff	26
THE BIGOT THEY AREDEPARTMENT	17
MAD Goes to a Skinhead Convention	
THE FAKING OF THE PRESIDENT DEPARTMENT	-40
"Dive" (Another MAD Movie Satire)	43

\*\*Various Places Around The Magazine FRONT AND BACK COVER ARTIST: RICHARD WILLIAMS

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### VITAL FEATURES

"JURASS-HAS-HAD-IT PARK" (A MAD MOVIE SATIRE) Pg. 4





THE TEN COMMANDMENTS OF DIETING Pg. 10

MAD STUDIES THE FIRST DAY OF SCHOOL 30 YEARS AGO AND TODAY Pg. 13





MAD GOES TO A SKINHEAD CONVENTION Pg. 17

A MAD LOOK AT "JURASSIC PARK" Pg. 31





"DIVE"
(ANOTHER
MAD
MOVIE
SATIRE)
Pg. 43





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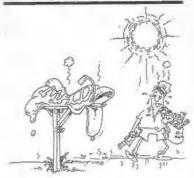
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#### LETTERS AND TOMATOES DEPT.



### "DEEP SPACE SWINE"

I just wanted to point out that you made a major mistake in MAD #321's "Star Blecch: Deep Space Swine." On pages 4, 6 and 8 you called Commander Crisco of the space station a Captain. He is not a Captain; he is a First Commander. I am a loyal Deep Space 9 fan and I request that you print an apology to your readers and to Paramount Pictures for making such a mistake! Trekkies/Trekkers every where are very disturbed!

Jason Centofanti Philadelphia, PA

Jason—Your thrusters are on full force! We agree with you completely—Trekkies/Trekkers (A.K.A. Losers) ARE very disturbed! Thanks for communicating with us!—Commander Ed.

#### G.I. JERK

After subscribing to MAD for at least 30 years, issue #321 definitely contains the faint aroma of political correctness. The aroma is quite unpleasant (something like rancid chicken far). I refer to the back cover "Great Moments in Military Toy History," which must have been reworked countless times until it was bland enough to be acceptable to whichever gay/lesbian group in NYC "reviews" satirical material for magazines, prior to publication.

With the demise of William M. Gaines, I suppose it was inevitable that the new crop of Clintonites, commy-libs (sic) and feminists would finally gain control of MAD. These individuals would, I suspect, gladly sink the magazine rather than offend any "children of the rainbow." The MAD habit is hard to break; I will stick with you until the New Age propaganda becomes too unpalatable.

Irving L. Jacobs San Diego, CA

Irv Honey—You couldn't be more wrong. Our back covers are, in fact, screened by a blue ribbon panel of respected organizations, such as the F.B.I. (founded by that great American J. Edgar Hoover,) the law offices formerly headed by that other great American Roy Cohn, a few Priests from the New York Archdiocese, and finally, we don't run anything until we get a big "thumbs up" from Rush Limbaught—Big Ed.

#### **MORON MAIL**

Do you sell drums? If you do, could you send me some? I want to learn how to play. Eric Nelson Glen Ellyn, IL

No. Try Vanity Fair.-Ed.





On the left, Connecticut resident and former MAD intern Matt Cohen graduates from Brandeis University wearing a "What, me worry?" cap, while 3,000 miles away in California, another Cohen, Eric (no relation to Matt Cohen) graduates from Montgomery High School wearing an Alfred E. Neuman T-shirt under his gown. COHEN-cidence? Fa fa fa!

### MAD'S BIG ANSWER

In MAD #322 we posed our second big question: What is a more appropriate name for Socks the cat now that he lives in the White House? Of the hundreds of responses we received, most of them fir into four general categories. The first were names so dirty we can't print them! Here are the best of the other categories!

Many readers decided a new name for Socks would be the perfect place to editorially comment on the Washington scene...

"Democat"
Michelle Marco
La Mesa, CA
also: Mike Dolan
Ormond Beach, FL

"Tax the Cat" Elizabeth Balis Paradise Valley, AZ

"Zbigmew Pussinski" Dan Collins Ashley, OH "Top Cat" Meg Zechiel Ontario, CA

"Hocks the Cat" (Considering the feds are hocking this country's future) Ramzi S. Hajj Chicago, IL

"Bushwacker" Michael Williams Boise, ID "Potatoe" Justin Gibbs Long Beach, CA

"Gym Socks" (Because the government stinks) Jason Wilkins Pt. Myers, FL

Several readers liked the basic idea behind Socks' name, but wanted to make him sound just a little more sophisticated...

"Hose" Carol Matteo Brooklyn, NY "Spats"
Cathy L. Horste
Belleville, M1

"Silk Stockings" Kathy McKeown Xenia, OH "Argyle"
Rick Niemeyer
Norco, CA

And, some suggestions were just plain silly...

"Barney Doodle II" Willie Nunziata Farmingville, NY



Barney Doodle, who originally appeared in MAD #309: A cat that looks a lot like Socks, but isn't (as seen on TV.)

"Jefferson Rodham Stockings" Matthew Tepper Los Angeles, CA

"Socks Rodham Clinton" Paul Johnson Tim Fuller Austin, TX

"Pampered Puss" Erica Morales Floresville, TX "Sax the Cat" Aaron Rickert Green Bay, WI

"Sacques" (Rhymes with Jacques)
Pamela Orcutt
Parmington Hills, M1

"Dirty Socks"

Mary Marentette

Kingsley, M1

"Party Animal" Bryan Cantor East Meadow, NY

To everyone who suggested names, thanks!

#### **ELVIS SIGHTING!**

In Al Jaffee's "On the Road With Bill and Hillary" on the back cover of issue #320, The doctor in the last panel says "Thinking you see Elvis is one of the first signs of insanity!" So if we see the picture of Elvis in the four panels, does that mean we are insane?

Helene Olson Clayton, WI

Helene-What the? Holy...Hey! We didn't... why, that sneaky Jaffee! Damn!-Ed.

PRITUE BOOD FITTI OF LOUNGE LAND





The hidden Elvis on the back cover of MAD #320 (And you only thought you could see him on 29¢ stamps or at 7-elevens!)

### MORE MORON MAIL

Hi! I have a big problem and I thought that with your sense of humour, you guys were the only ones who could help me. I've had this gag war with my French teacher, Mrs. Roddick, since April 1st. So far I've silly-stringed her car, put Vaseline all over her mug handle and rim and put a fake snake in her desk. I've also vaselined the door handle to her classroom, put pure lemon juice in her Pepsi and put Vaseline all over her pens. I really hate to admit it, but I'm running out of ideas. Any suggestions?

Anne MacDonnell Nova Scotia, Canada

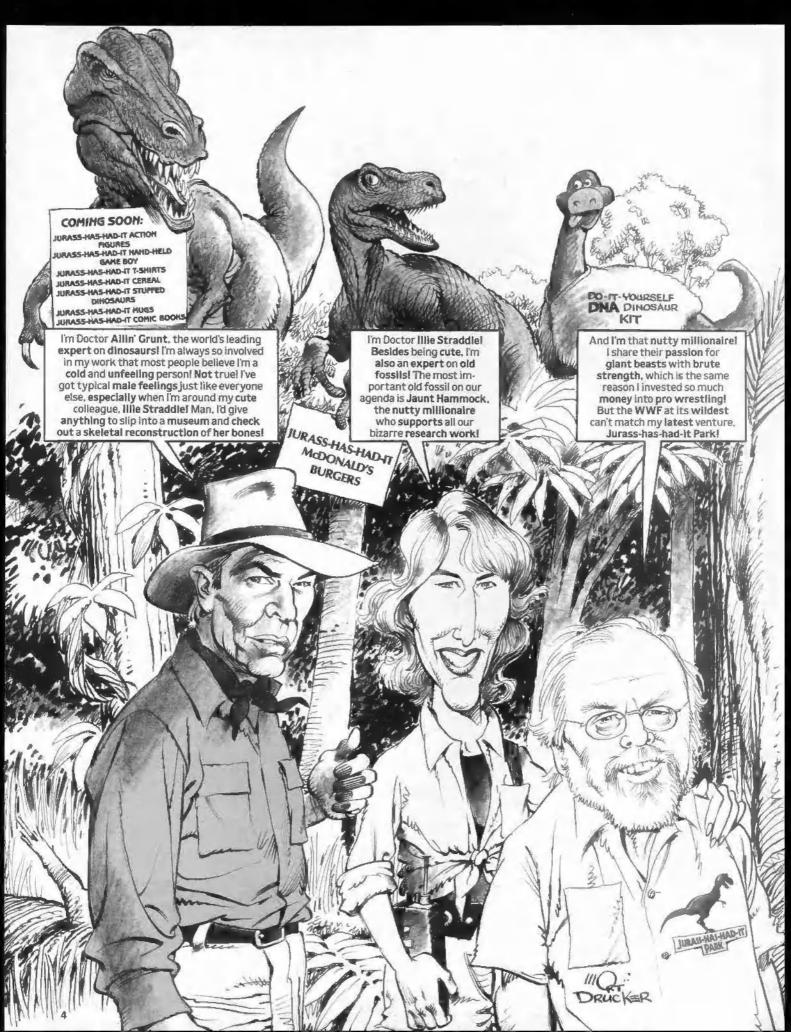
Anne-Stay with the Vaselinel-Ed.



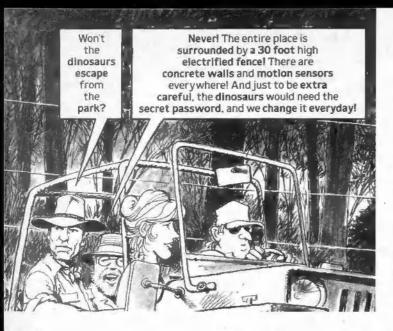
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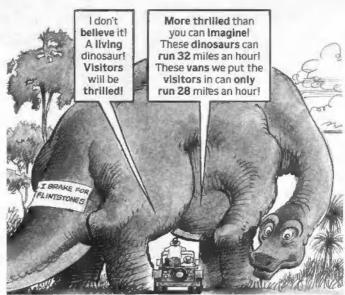
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Charlie on his 468 million-plus Star Wars pinball score!

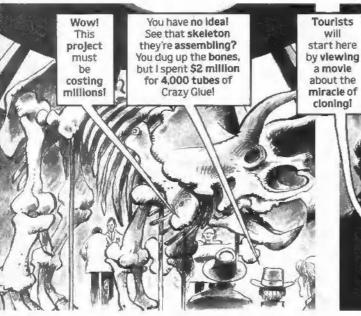
Special Note: "Rejected Cracker Jack Prizes" on the back cover of MAD #322 was written by Dave Wielgus and illustrated by James Warhola. Thanks guys!





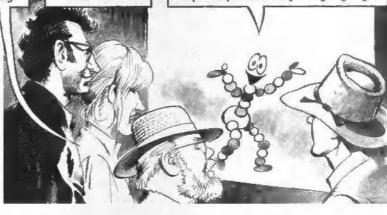


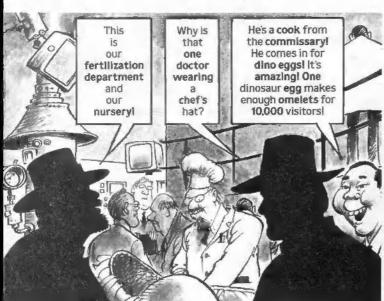


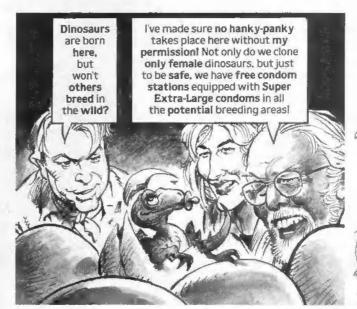


I'm Mr. DNA! After you watch me for a just a couple of minutes, you'll know that DNA stands for Dumb, Nauseating Animation!

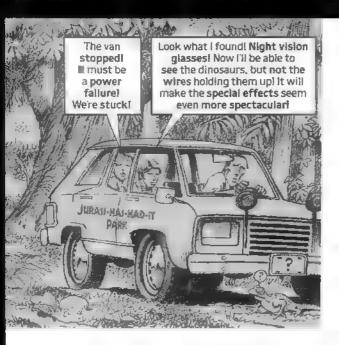
Years ago mosquitoes bit dinosaurs, and then got trapped in sap, which fossilized the mosquito! From that we made the live dinosaurs you see today! Now that explanation may seem a little simplified, but we have to move thousands of people through here each hour, so that's about as deep an explanation as you're going to get!



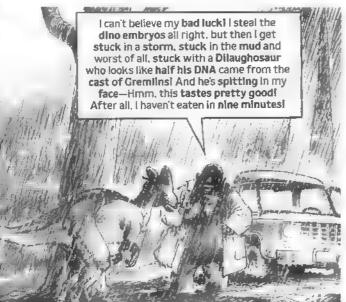


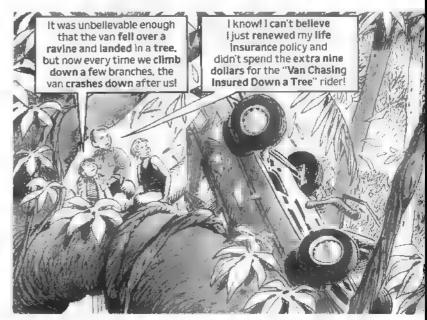




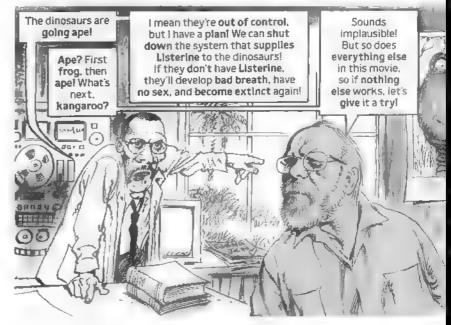






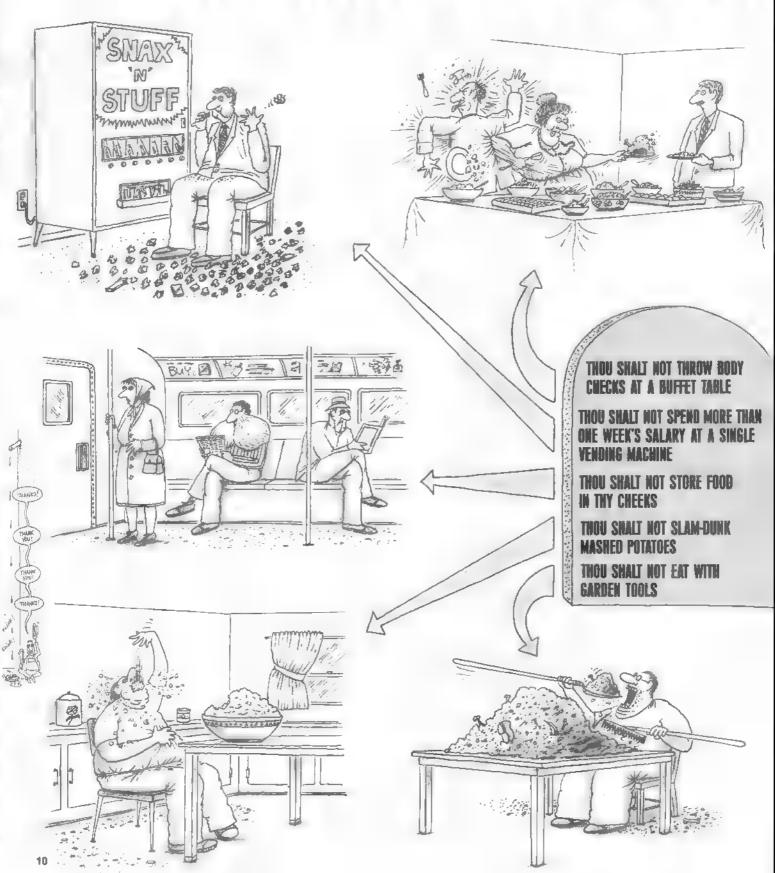




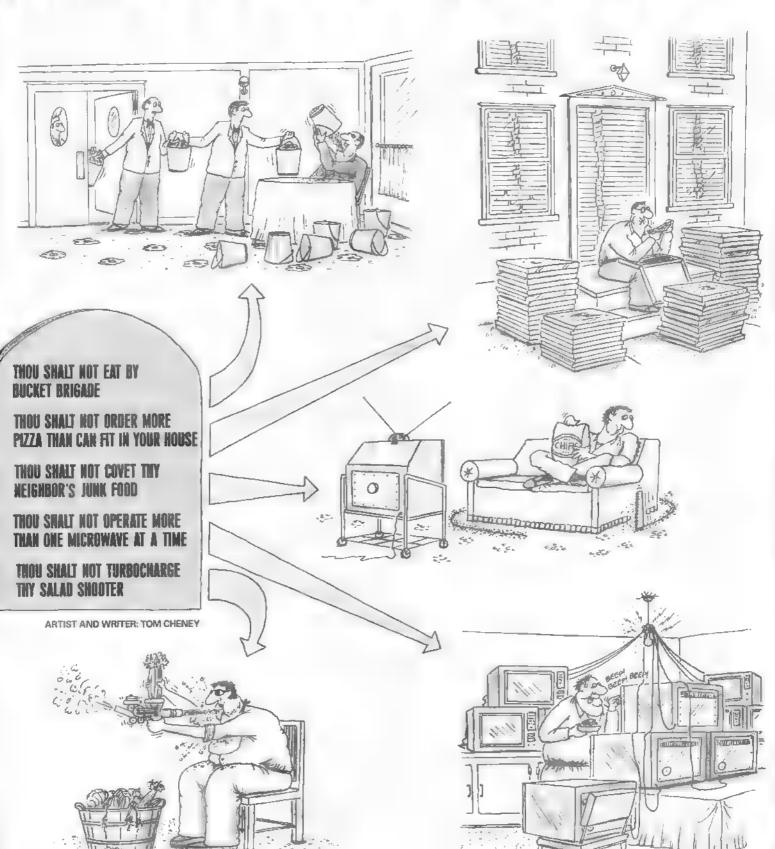




### THE TEN COMMAN



### DMENTS OF DIETING





### GRADE MOMENTS IN HISTORY DEPT

No matter what decade you entered school, the first day is always filled with excitement and adventure. To illustrate our point, please put on your knapsack and join us as...



ARTISTS: DAVE BERG AND RICK TULKA

WRITER: BARRY LIEBMANN



Thirty Years Ago Miss Lichtig receives an apple from an anonymous student and shows it to her fellow teachers!



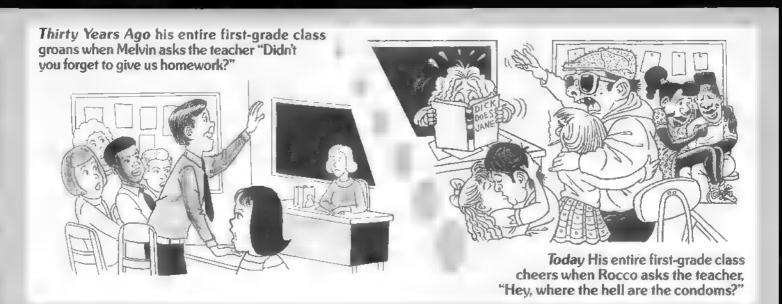
Today Ms. Lichtig receives a package from an anonymous student and shows it to the bomb squad!

Thirty Years Ago Ed Navis, the class clown, is caught reading Playboy!





Today Mrs. McMahon, the art teacher, is caught posing for Playboy!



### Thirty Years Ago Nurse Dweezel treats the fifth grade's first case of whooping cough!





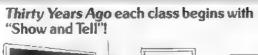
Today Nurse Dweezel treats the fifth grade's first case of morning sickness!

### Thirty Years Ago students find mercury, lead, and cobalt on the periodic table!





Today students find mercury, lead, and cobalt in the drinking water!





Thirty Years Ago ninth grader Clyde Kelly is caught cheating on a pop quiz!





Today ninth grader Scott Kelly is caught cheating on his common-law wife!

### Thirty Years Ago in assembly, Mr. Police Captain tells students how to avoid being accosted by strangers!



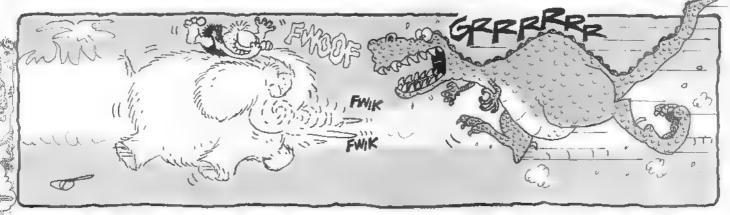


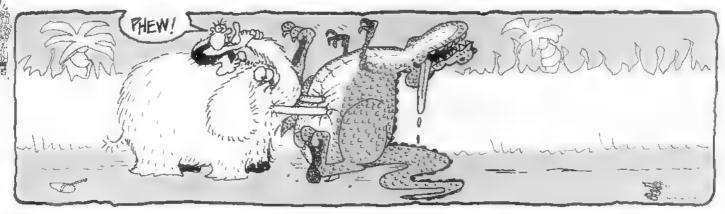
Today in assembly, Mr. Police Captain tells students how to avoid being shot by his men!

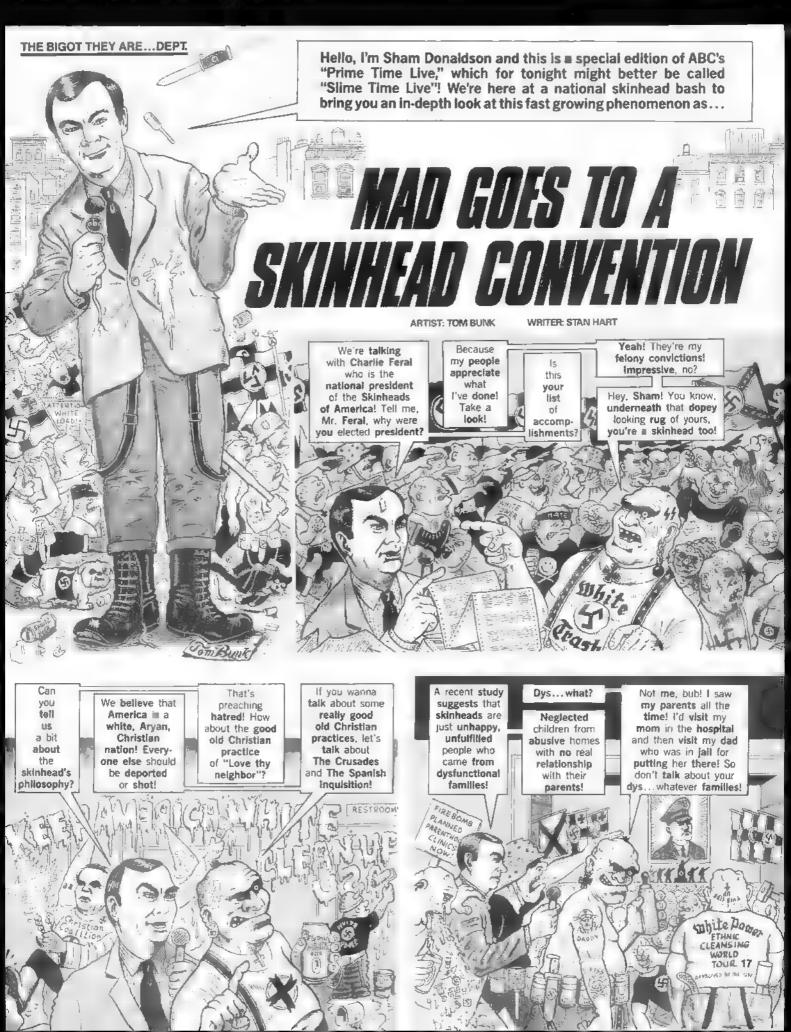
## THE JOCULAR JURASSIC JOLT



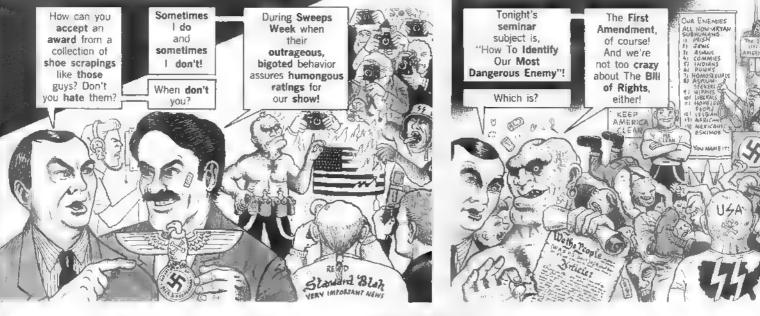






















It's been said that Washington, with all its attention to appearance and media hype, has gone Hollywood! On the other hand, it's been said that Hollywood, with its double-dealing agents and complex, backstabbing studio politics, has gone Washington! So how can the regular person on the street tell the difference anymore? Easy—with this handy guide to...

The Slim (But Nonetheless Underiable) Differences Between

# HOLLWOOD)

## WASHINGTONDC



In Hollywood stars are often excited to get m glimpse at m script's new pages.



In Washington politicians are often excited to get a grope at the senate's new pages!

ARTIST: GERRY GERSTEN

WAITER: RUSS COOPER



In Hollywood they get away with dishing out ridiculous and totally unbelievable plotlines.



In Washington they get away with dishing out ridiculous and totally unbelievable testimony!



In Hollywood ■ career can go down the tubes in 90 minutes.

In Washington a career can go down the tubes in "60 Minutes"!



In Hollywood they present us with strange aliens from outer space.



In Hollywood movie stars have agents who raise their salaries to ridiculous heights.



In Washington politicians do it themselves!



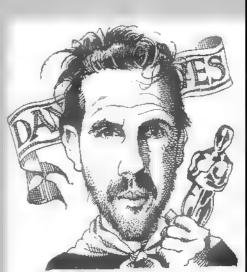
In Hollywood offensive racial remarks are sometimes used as a realistic dialogue device.



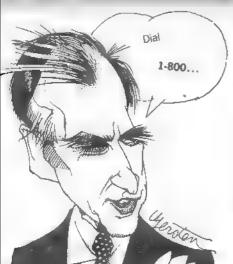
In Hollywood major studios can't help giving us progressively watered-down sequels.



In Washington the major parties can't help giving us progressively watered-down candidates!



In Hollywood good, wellintentioned scripts get rewarded with an "Oscar."



In Washington they present us with Jerry Brown!



In Hollywood it's important to remember all your lines.



In Washington it usually pays to be selective!



In Washington it's a political platform!



In Hollywood there is an annoying moron who never seems to shut up.



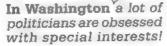
In Washington there is George Will!



In Washington good, wellintentioned legislation is rewarded with ■ "Veto."



In Hollywood a lot of directors are obsessed with special effects.



## MAD GIVES OBNOXIOUS

You have reached the offices of the Public Broadcasting System. Due to budget cuts, no one is here to answer your call. We do, however, appreciate your suggestions. If you are calling to gripe about our fund-raising drive, press 1. If you are calling to register disgust with the abundance of butt cracks every time Norm Abrams bends over on This Old House, press 2. If you are sexually aware but—alas! -not yet sexually active and hence would appreciate more programs about naked, indigenous peoples, press 3. If you still can't figure out which one is MacNeil, press 4. If you would like to see more shows about upperclass Englishmen grappling with their sexual identities, pre-1920, press 5. Post-1920, press 6. If you wish to contribute to the Barney the Dinosaur Speech Therapy Fund, press 8. If you would like us to chop the Frugal Gourmet into bite-sized chunks and sauté him in a little garlic and olive oil, press 9. Thank you for letting us serve your needs.

Hullol This Buckingham Palace. Due to the large volume of dirty phone calls, we regret we cannot answer your smut personally. If you are calling to talk dirty to Diana, ring 1. If you are calling to talk dirty to Charles, ring 2. If you would like to blackmail the Royal Family with dirty pictures of Fergie, ring 3. If you are a former porn queen and would like to rekindle your dirty doings with Andy, ring 4. If you would like to hear the Queen talk dirty about the press, ring 5. Cheeriol

Welcome to the Weekly World News hotline. If you sighted Bigfoot on your spring camping trip, press 1. If you have recent photos of Michael Jackson's nose melting, press 2. If you are still in touch with Michael Landon, press 3. If your head is larger than a pumpkin, press 4. If you have lost more than 200 pounds on an all-pork and pork by-product diet, press 5. If you've come back from the dead and are willing to let us kill you to prove it, press 6. If you are calling for a change of address form because you're moving to another dimension and still have more than three months left on your subscription, press 7. Speak slowly, clearly and, if possible, in one of the earthbeing languages.



# ALISTENTO \*\*\* VOICE MAIL \*\*\*\*\*\*\*

WRITER SOR KOLMAN

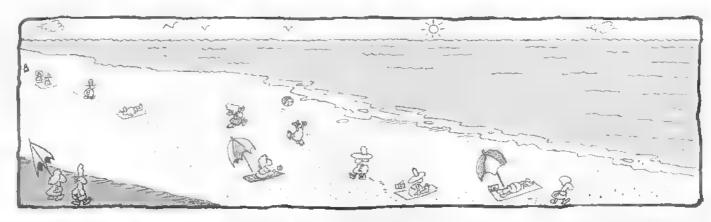
Hello, this is KALM-FM: Mellow Music All Day, All Light. In you're calling to request "Feelings," please press 1. If it's your anniversary and you'd like us to play "The Way We Were," press 2. If your girlfriend's name is Michelle and today is her birthday so you'd like us to play our string orchestra version of "Michelle," press 3. If you know your boyfriend is driving home from work right now and you'd like us to make him feel very special by playing the theme from "Ghost," press 4. If you've just broken up with a two-timing jerk who you can't believe you ever thought you loved, yet you're still feeling kind of blue about the whole thing and would like to sip some white wine while we play "You Don't Bring Me Flowers Anymore," please press 7. Have a great day.

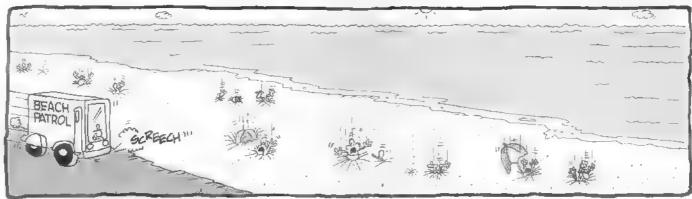
Attention! You have reached the United States Navy. All officers are currently busy with other officers. Very busy. If you are a homosexual calling mentist now that Clinton's President, press 1. If you are a heterosexual calling to harass cadet homosexuals, press 2. If you are a heterosexual calling to harass cadet females, press 3. If you are currently enlisted and know many unsuspecting female officers we can lure to the next Las Vegas "Tailhook" party, press 4. If you are an arms dealer wishing to sell coffee pots and toilet seats at a mere 3500% mark-up, press 5. At ease!

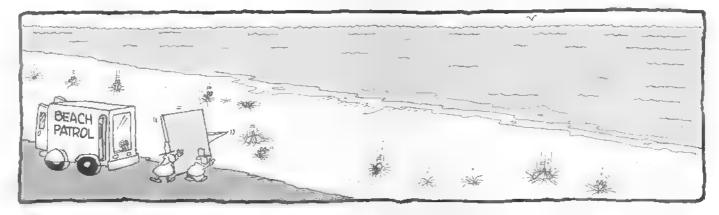
Hello, Americans! Thank you for calling the IRS Help Line. We will try our very utmost to aid you as you fill out your tax forms. If you have a question about the new short form, press 39283910169082 1127. If you would like more information about household deductions, simply subtract the number of dependents currently living at home from your 1988 pre-tax business expenses and press the according digits. If you would like information on income averaging, add your salary from the past four years and divide by four (or five, west of The Rockies). If this is an even number, press 9129848 033922811704. If it's odd, subtract it from that and add 8. To speak to one of our representatives, please press 1909280945790785889270634445 and hold for either of them. It is our pleasure to help you.

TALES FROM THE DUCK SIDE DEPT.

## The Startling Seashore Signoff











BERG'S-EYE VIEW DEPT.

### The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

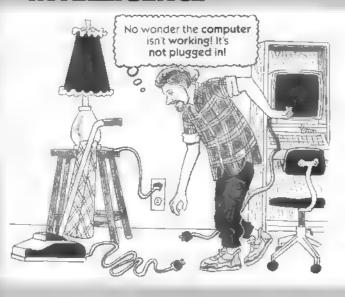
### **PREPAREDNESS**



### COMPROMISE



### INTELLIGENCE



You were able to fix the computer? You're an electronic genius, Bruce! What was wrong with it?

You wouldn't understand, Diane! It's much too technical!



### **RELATIONSHIPS**







### **POLITICS**

And do you subscribe to Lincoln's adage, "You can't fool all of the people all of the time"? C'mon, no politician has to!



### POWER



But let's not forget whose humble suggestion it was!



### REPAIRS



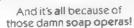


#### We only have to concentrate on that small percentage who bother to vote!



### RESPONSIBILITIES







### **REAL ESTATE**

This house is in top shape, a cream puff!
Four bedrooms, three baths, plenty of closets, and it's available for immediate occupancy! You're gonna love it!

It sounds exactly like the home we've been dreaming about! When can we see it?



Right now! Here's the address and the keys!



Aren't you going

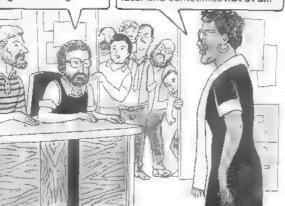
to take us there

Not me! I wouldn't dare go to that neighborhood at night!



### THE OFFICE

Lillian, is the mail here yet? We're expecting an important package from Sergio! No, it's **not!** They seem to be delivering mail **later** and **later** and sometimes **not at all!** 



This is ridiculous!
What can we do
about this situation?



Have all the postal worker's paychecks delivered by mail!



### **IMPORTANCE**





### **DOCTORS**







SERGE-IN GENERAL DEPT.

## A WWWO LOOK AT











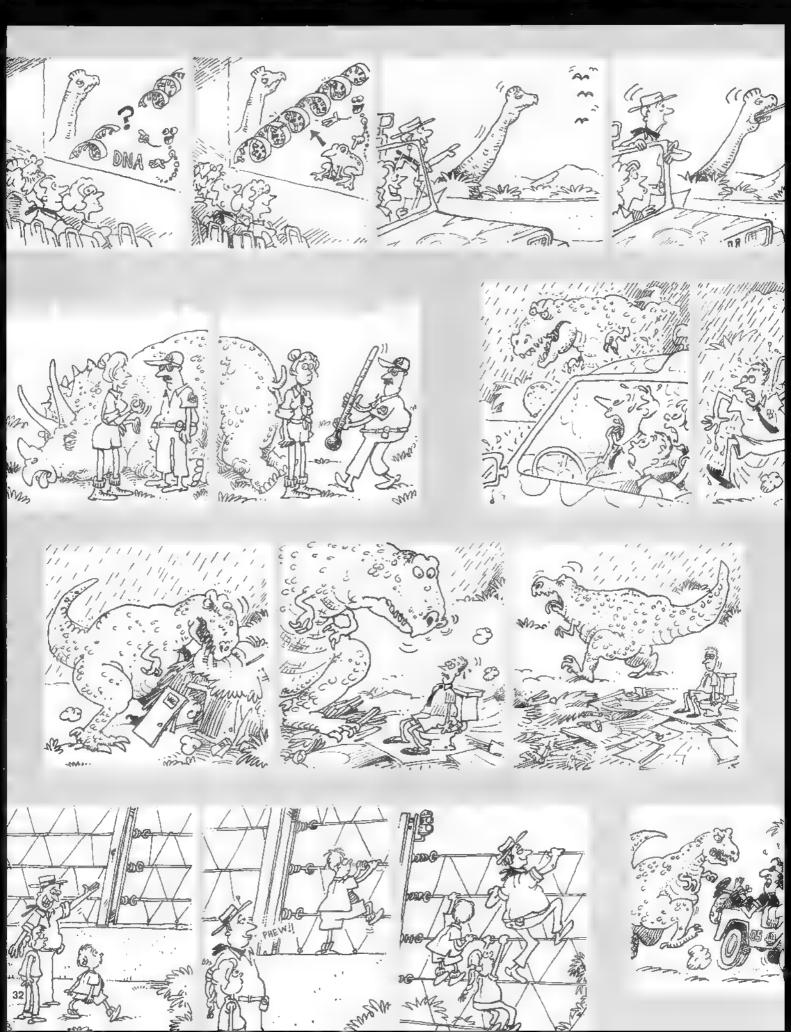
ARTIST AND WRITER: SERGIO ARAGONES

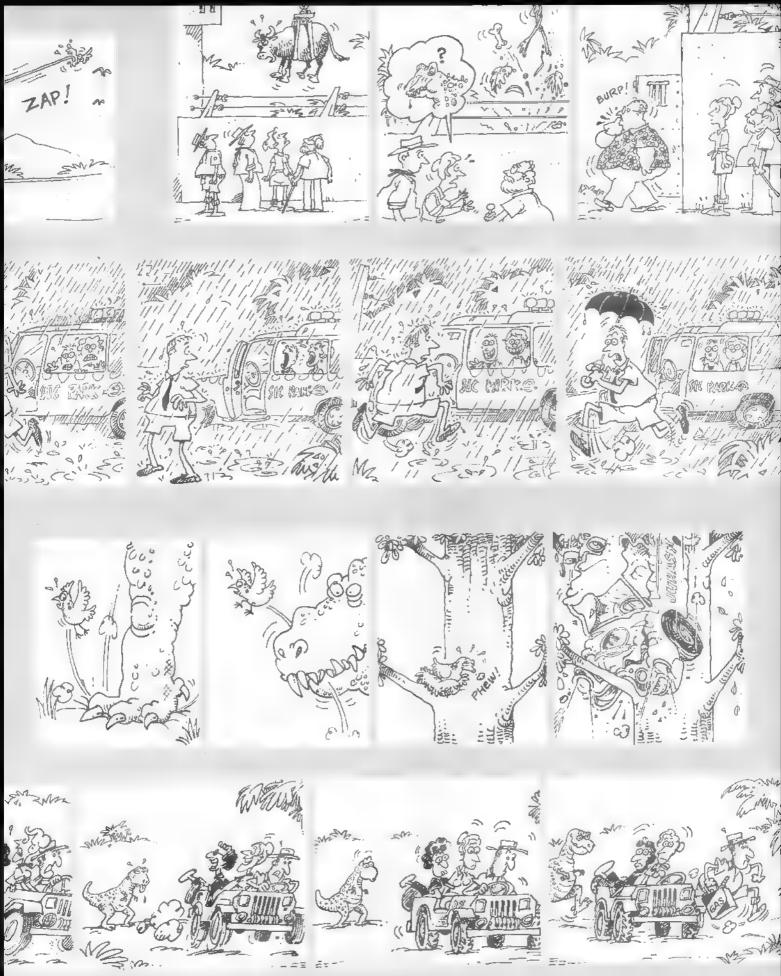


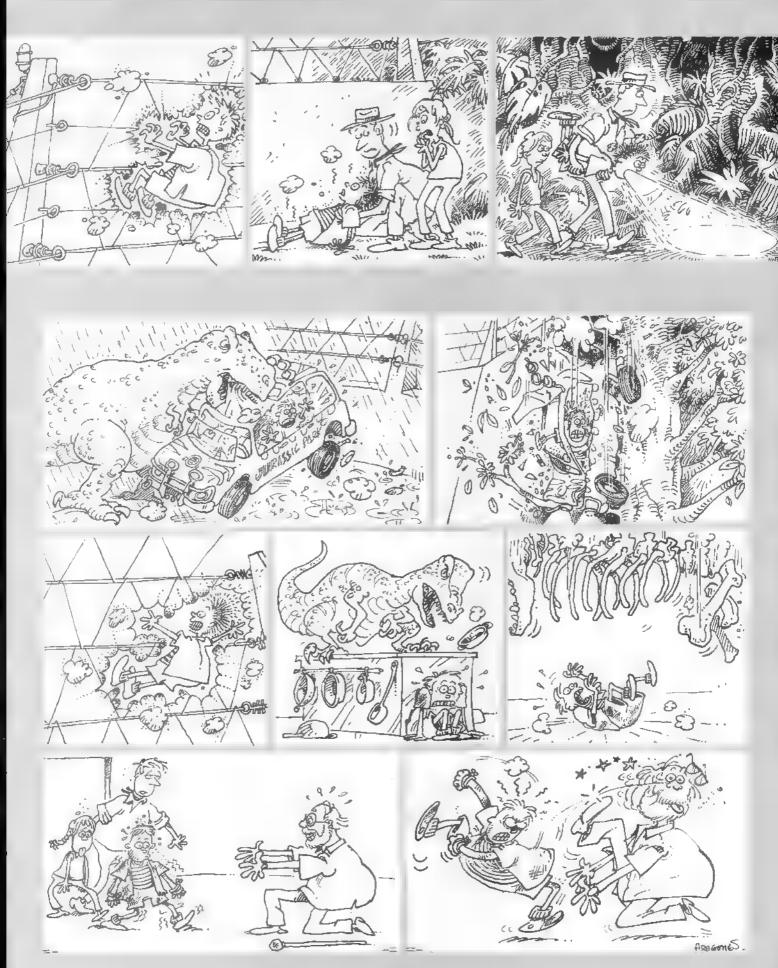












### EATS MEETS JEST DEPT.

Newspapers and magazines are always filled with reviews of restaurants and other dining spots, but let's face it: these days, bow often can you afford to eat out? It's more likely you'll have many more meals at home or at a friend's home...so why not review the food, the atmosphere and the service at those places, right? Reviews kinda like...

## MAD'S NEIGHBORHOOD DINING ROUNDUP

(Where our Roving Food Critic surprises different families at meal time)

ARTIST: HARRY NORTH

WRITER: ROBERT BRAMBLE



## KEY TO SYMBOLS



Interesting stuff in medicine cabinet



Loose change found between sofa cushions



Shedding cat sleeps on guests' coats



Attempt to pass off Ring Dings as homemade dessert



Toilet handle requires jiggling



Plastic utensils



Xmas decorations displayed year round



Dust kittens under furniture



Phone interruptions



Nosy neighbors



Radio or TV left on during meal



Leftovers not identified as such



No-pest strips in view



Photo album viewing mandatory



Pets allowed to eat off table



Handwashing before meal optional



Ample magazines in bathroom



Family pet rubs against leg during meal



Large refrigerator magnet collection



Sports Illustrated swimsuit issue on coffee table



Bad neighborhood



VCR keeps flashing "12:00"



Recycled napkins



\*

Family argues at dinner table



Toys on floor



Toilet heard flushing upstairs



Ashtrays not emptied



Woeful lack of condiments



I-lousehold thermostat problems



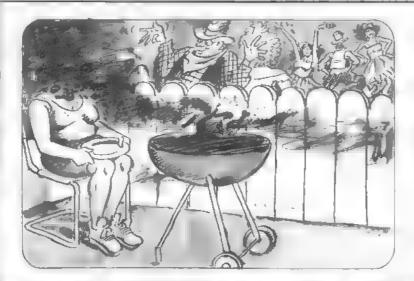
Bathroom not easily found



Neighbors with bad loud music



Lack of coasters



## THE BRONSONS

### 8 FAIRVIEW LAWN CRESCENT

A split-level bungalow and a whiff of charcoal greeted us on a recent weekend afternoon visit. The usual fare (hot dogs, burgers, etc.) is available, but the surprise of the day was "Duck Bronson," a whole duck flung on the sizzling briquettes in the spacious Bronson backyard. This "Charco-duck" was only slightly marred by a few errant feathers and countrywestern music coming from the yard next to us.







## THE COOPERMANS 1329 LOCUST ST.

1329 LOCUST ST. ★★★½

We visited the Coopermans on a Friday, and seafood was the order of the night. Host "Bud" Cooper-

man insisted on lots of beer to cook the shrimp in while Myrna Cooperman regaled us with juicy stories about the neighbors, especially the "unmarried couple" living two doors down. The shrimp was good, as was the cole slaw, despite Bud's repeated mentions of "shrimp on the barbie" in a strained attempt at an Australian accent.











## THE TAYLORS 14 OAKWILLOW COURT

Paintings of matadors adorn the walls of the Taylor's paneled living room, where we sipped grape Kool-Aid and awaited Chet Taylor's arrival with extra-crispy chicken bits from the Chicken Bits takeout place. Wife Jennifer explained that it was a hectic day and she had no time to prepare. Despite Chet and Jennifer's enthusiasm (and all the potato chips we could eat), it was still a disappointing dining experience.









## THE WILSONS 1341 MAPLE EDGE SQ.

**\*±**½

As we arrived at the Wilson's lived-in suburban rancher, we were anticipating more than meatloaf, but it was tender. Decent corn on the cob was marred by an ugly food fight involving the Wilson children. Mrs. Wilson's mother, Edna, provided entertainment, fondly recalling the good old days and speaking well of Roosevelt and the "New Deal."











## THE CRAIGS 19 WINDY WAY



We started the evening with cocktails served up unsparingly by our host Bill Craig. I remember cocktail #5, but after that things become hazy Judging by the stains on our shirts, we may have enjoyed cheesesteaks and red wine, but don't quote me.



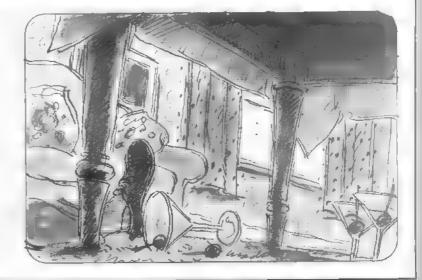












# PEANET BUILDER Crackers

## THE CHINSKIS 453 HAPPY GRIN DRIVE

\*\*\*

On the sweet Spring night we stopped at the Chinski's, they were out at a movie. Fortunately, the baby-sitter, Tara (age 16) was there to "take over." While the Chinski kids were in the finished basement, we overindulged in Tara's selected menu: peanut butter on crackers, corn twirls, carafes of soda and microwaveable puff-up pizza blintzes. After the kids were done watching Dinasaurs, we all gathered 'round for a good old-fashioned sing-along to Megadeth CDs supplied by the resourceful Tara. A splendid evening!



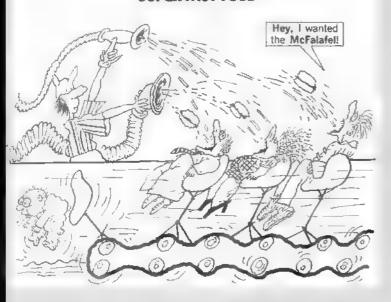




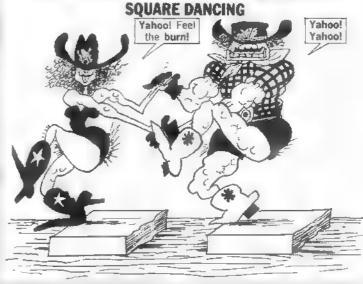
## MAD CONTEMPLATES, INVESTIGATES, and FUMIGATES some...



## SUPER-FAST FOOD



## COUNTRY-WESTERN AEROBIC-STAIRMASTER



## **AUDIENCE PARTICIPATION WRESTLEMANIA**



## THE GIANT MULTI-SCREE





## ...BAD IDEAS Just Waiting to Happen!

## MALL PEOPLE MOVER

## A NEW EXPANSION TEAM FOR EVERY ZIP CODE



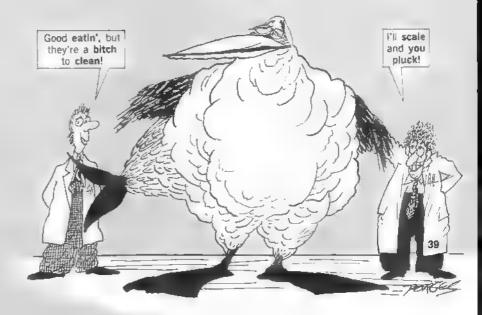
## **PORTABLE MICROWAVE SNACK OVEN**



## HOME SHOPPERS CLUB



## GENETICALLY ENGINEERED NO CHOLESTEROL FISH-FOWL



In the good of days, rock stars wanted to burn out before they faded away. Nowadays, Mick Jagger's got liver spots on

## YOU'RE GENINGING



his lips and they're thinking of renaming the band "Jefferson Wheelchair"! Perhaps someone ought to tell these old fogies...

## OOLD TO ROCK IF...



## GOING INTO COMBAT











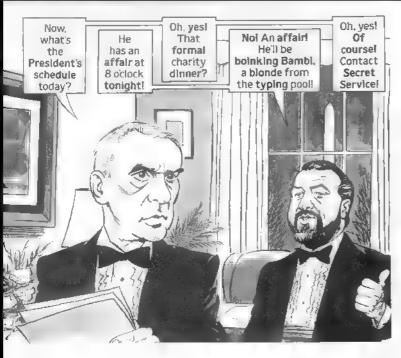


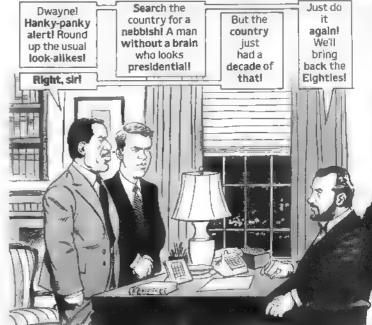






ARTIST AND WRITER: STEVE GREENBERG





town

## THE FAKING OF THE PRESIDENT DEPT.

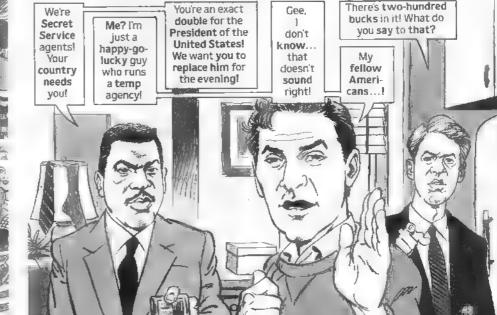
When a movie comes out in the spring and gets a ton of critical acclaim it usually means one thing: if it came out in the fall along with all the other movies looking to cop an Oscar, nobody would even notice it at all. Unfortunately, the producers of this film have bigger problems at hand. Praised though it may be, once the big summer movies like Jurassic Park and Last Action Hero come out, this film is sure to take a box-office...

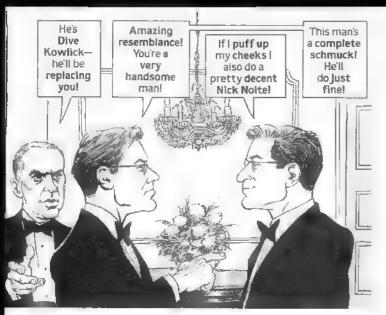
## DIVE

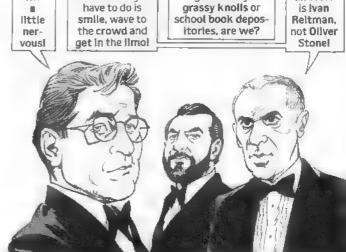
**ARTIST: ANGELO TORRES** 

WRITER: ARNIE KOGEN









Gee.

l'm

Don't bel All you

have to do is

We're not gonna

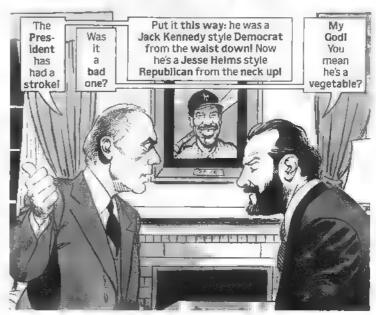
go near any

Nah! Our

director

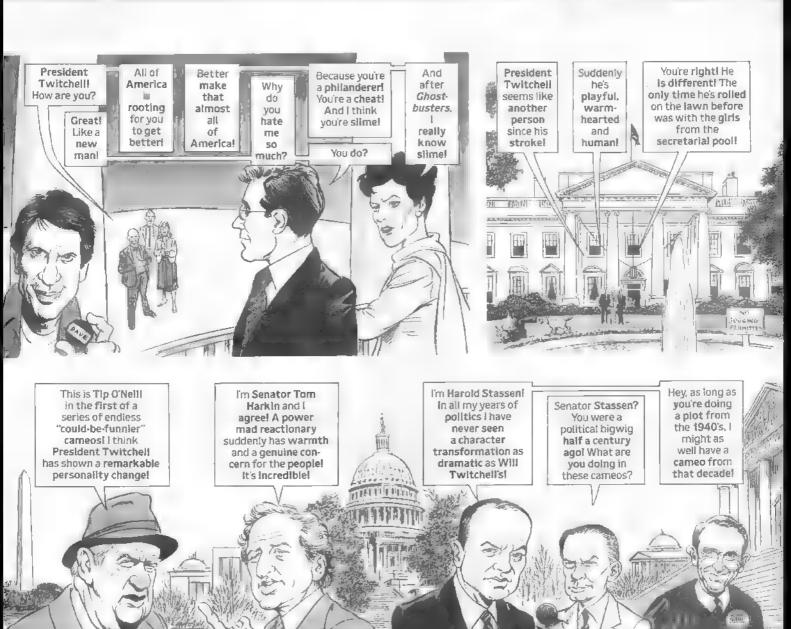












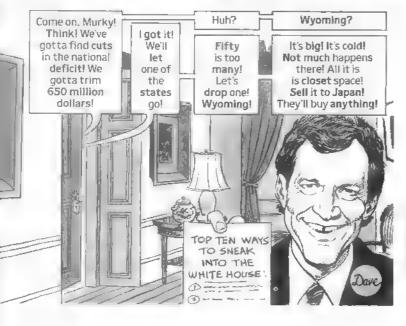


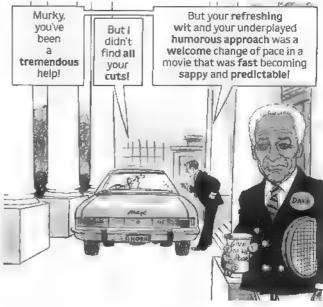




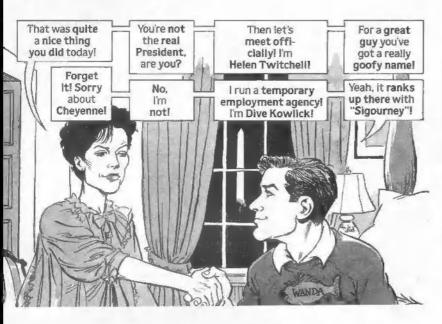














Yes, I was involved in the S&L scandal!
I think you're entitled to honesty from
your President! You're also entitled to
good Jobs, clean air, cable repairmen
showing up on time and films where a
common man makes stirring speeches restoring
simple virtues and down home values! In other
words, you're entitled to a Frank Capra film!



Well, I'm



This movie has shown that



So it all ends



### DETERMINATOR DEPT.

Hey, non-sports fans! While watching games on the weekends, your athletics-loving pinhead friends get to play something called "You Make the Call," where a hard-tojudge play is shown and viewers are asked to take the referee's place and determine the outcome. Well, and this is just for you now, we've taken some NON-sports situations and set them up so you can play too! Sound good? It won't once I begin shouting...

## YOU MAKE THE CAI

ARTIST: PAUL COKER

WRITER: MARK HUDIS

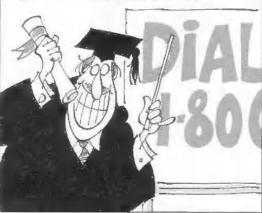
Unemployed U.S. auto workers blame Japanese imports and people who don't "buy American" for their plight, yet spend all their free time playing Nintendo games on their Sony televisions...



... Honest critics of unfair Japanese trade policies or hypocritical couch potatoes exacerbating the problem?

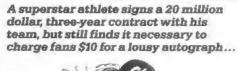
YOU MAKE THE CALL!

An education company develops "Hooked on Phonics" to help illiterate adults learn to read, then, instead of offering a normal, numeric phone number, instructs those illiterate adults to dial 1-800-ABCDEFG for a brochure...



... Clumsily thought out advertising strategy or the company's attempt to weed out really, really illiterate people who wouldn't benefit from the product anyway?

YOU MAKE THE CALL!





.. A fine example of American Capitalism at work or just plain unmitigated greed?

YOU MAKE THE CALL!

Shampoo manufacturers add "scientifically balanced" ingredients to their products which add to a bottle's price, and then instruct the consumer to "lather, rinse, repeat" at each use...



... Exhaustively researched method proven to clean hair thoroughly or shameless marketing ploy to sell twice as much overpriced shampoo?

YOU MAKE THE CALL!

WHERE IS THE AVERAGE FAMILY RUNNING INTO BIG MONEY PROBLEMS THESE DAYS?

## HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

These days America's families are taking a beating everywhere they turn. Housing, transportation and education costs are staggering. There's one area, however, where the family has been particularly hard hit. To find out where, simply fold page in as shown.



AP

FOLD THIS SECTION OVER LEFT

■B FOLD BACK SO "A" MEETS "B"



FOR THE AVERAGE PERSON NOTHING IS AT A BARGAIN PRICE. WHEREVER HE GOES HE WILL PAY THROUGHTHE NOSE AND FEEL LIKE A JERK

